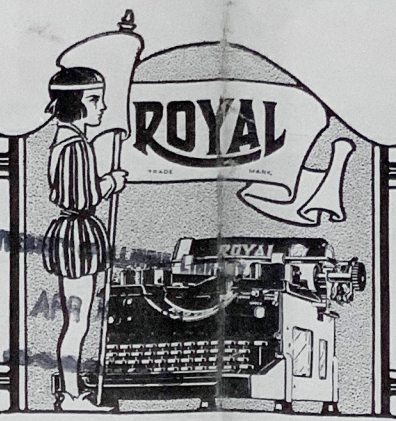


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# The ROYAL

VOLUME EIGHT



# STANDARD

APRIL, 1923

NUMBER FOUR

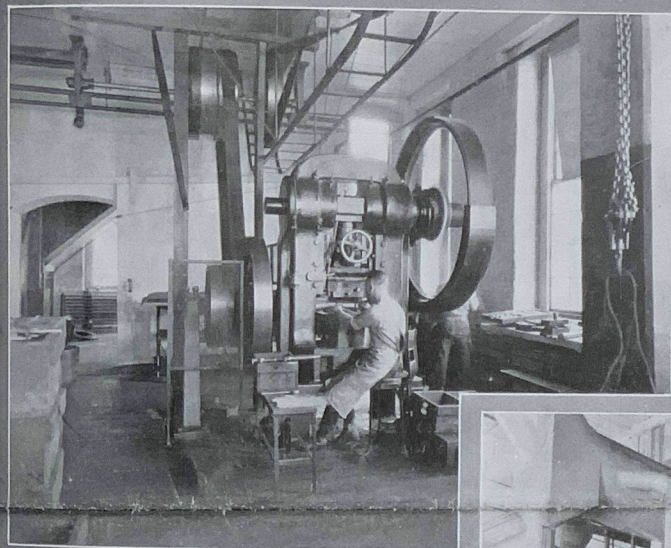
## ROYAL FACTORY A MODERN ACHIEVEMENT

No expense has been spared to make this the most modern of typewriter manufacturing plants. Pictures tell the story of Royal Progress and show why the ROYAL is the best built typewriter money can buy

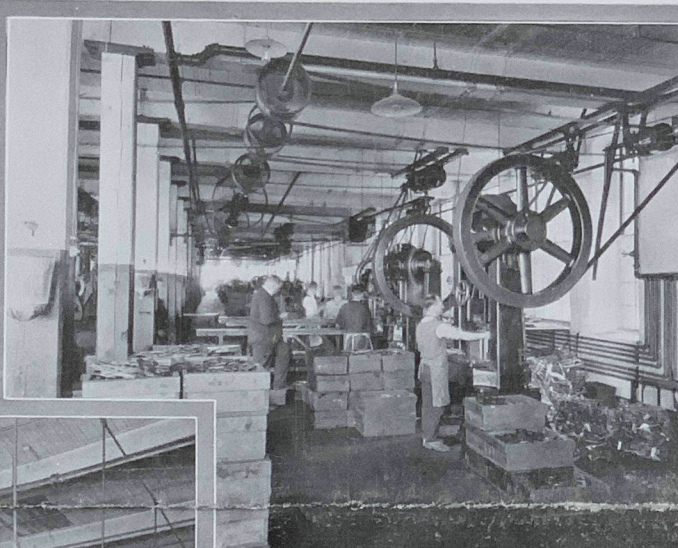
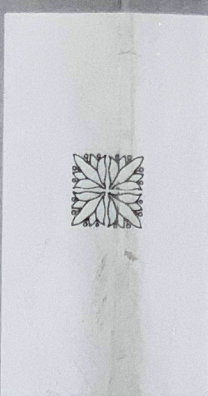
Just think of the huge size of the presses that blank out the carriage ends, universal bars and other Royal Typewriter parts of similar nature. The photograph below shows one of these immense presses which

unsurpassed. So careful is the work of enameling done that nothing is overlooked to make it as nearly perfect as modern machinery and ideas can produce. The description between the illustrations tell the story

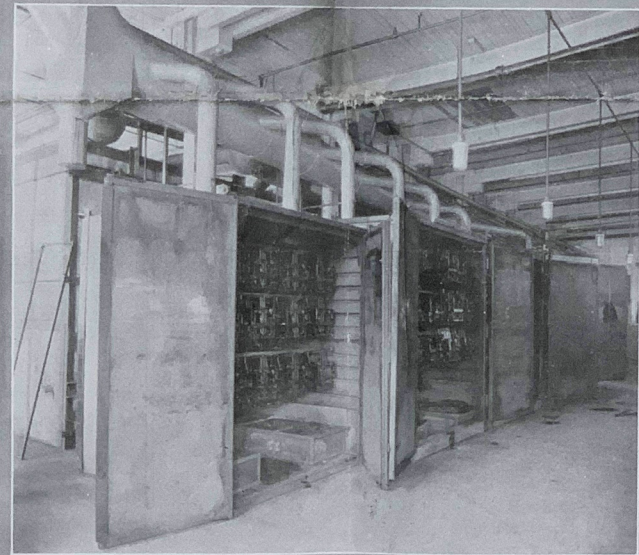
the Standard big enough, so that the first and last pages may be laid flat and hung in the window for advertising purposes. If dealers and branches will hang this copy of the Standard, laid out flat against the



Department No. 1  
**FARREL GEARED PRESS—100 TONS**  
One of the big presses used for blanking parts such as Carriage Ends, Universal Bars and graduating Tabular Rods, Margin Rods, etc.



Department No. 1  
**FARREL AND JONES PILLAR PRESSES—85 TONS**  
These presses are used for blanking Base Bottom Guards, Front Plates, Key Levers, etc.

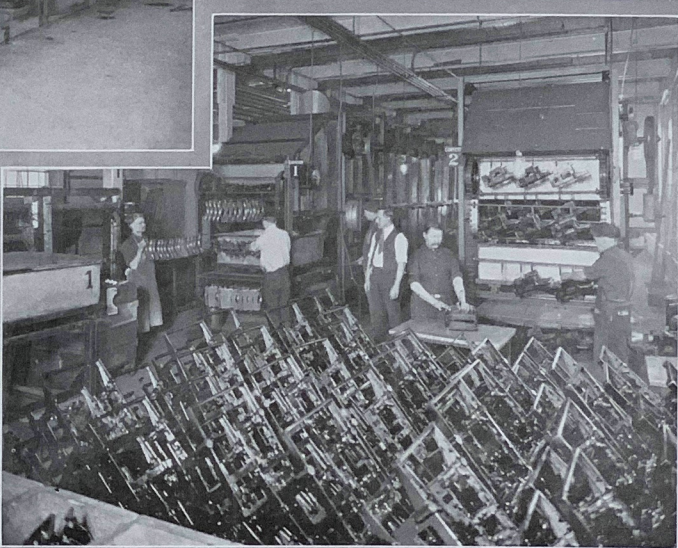


Department No. 9 (1-3)  
Rubbing Bases After Second Dip, and After First Spray Coat Before the Final Finishing Operations

Department No. 9 (1-3)  
**JAPAN CONVEYOR OVENS**  
These Ovens Are Used for All First Coats and Second Coats of Enamel; Parts Such as Bases, Top Dust Plates, Front Plates, Paper Table, etc., Receive Two Spray Coats After Conveyor Dips



Department No. 9 (1-3)  
Electric Ovens, used for Parts Such as Bases, Front Plates, Top Dust Plates, Paper Tables, etc. These Parts Are Baked After Spray Coats for Several Hours at About 400° Heat



exerts a pressure of 20,000 pounds to the square inch. There is nothing finer or more accurate built for the purpose for which these presses are used and they are working full time to keep up with the demand created for Royal typewriters by the sales force.

On the next page is printed a description of the immense electric ovens where the enamel is baked on the frames. These ovens have attracted widespread comment and attention and have been visited by manufacturers from many parts of the country. The use of these ovens assures us of a uniformity of finish that is

of the application of these machines in the manufacture of Royals.

This is the first glimpse that we have given of the factory through the Royal Standard for some time and it is the intention of the company to show more pictures in the future. They will not always appear on the front page, but will be run with descriptive matter, month by month, for the purpose of acquainting the sales organization with the huge plant where the Royal is made.

This first of the series is printed on the first page of

window pane or on the wall within the office or store, they are sure to attract attention. The pictures bear out the story of the 700,000 and more users of Royals today. Reading the statement on the back page, one may see by looking at the pictures, at least five good reasons why the Royal is as popular today as it is. March was the biggest month ever in domestic sales. April has started off with a bound. The Royal is fast climbing toward the top. An efficient sales force, backed up by an efficient factory, is an irresistible combination that is sure to win success.



## OUR OVENS CREATE COMMENT

Well Known Electrical Publication  
Devotes Editorial to Royal  
Japanning Process

(From Electrical World)

We are glad to have been able to give in our last issue some details regarding the use of electric baking ovens as a substitute for the gas oven of earlier practice. The work referred to is being done in the factory of the Royal Typewriter Company, which is one of the many plants obtaining power from the Hartford Light Company. The particular oven here considered is of the conveyor type with heating capacity for turning out a ton of typewriter parts per hour. The parts are hung on endless chains and pass successively through a warm dipping tank, a drip chamber and the baking oven proper. One of the notable advantages of the apparatus is the complete control of temperature which is furnished by an electric thermostat operating magnetic switches which in turn control the heating elements. Since the proper baking temperature depends on the particular material to be dealt with, such an accurately regulated automatic control is valuable.

In the practical operation of the ovens it is found that their output is more uniform as to quality than the work of gas ovens, and there is decidedly increased capacity for the space taken up. The first advantage is notably due to the great uniformity of the heat obtained, which removes all danger of overbaking, besides which the gas-fired furnaces occasionally ignited the drip and spoiled the contents of the oven, a danger entirely obviated in the electric heating. Finally, the electric baking is cheaper than the operation of the equivalent gas ovens. Under actual test the consumption of energy in the oven during the entire baking period amounted to a scant tenth of a kilowatt-hour per pound of parts treated, which well bespeaks the moderate cost of the operation. The last finishing coats of enamel are also applied in electric ovens previously in use but not forming a part of the continuously moving apparatus here described. Eventually it may be possible to make the entire operation continuous.

### FACTORY NOTES

The Factory Sales Department is surely a busy place these days. More power to those who keep these fellows hustling. May we again have to increase the working force.

Speaking of being busy, the Receiving and Shipping Department, Mr. Mackay, has no idle moments. To see the large loads of incoming materials, and the larger loads of outgoing product is to realize the extent of the work being accomplished by this department. And yet, whenever an extra effort is required to put a little something more over, the results are gratifying. Hats off to Mr. Mackay.

To mention achievement in work without a word about Mr. W. Whitaker, foreman of the carpenter shop, would be like writing of wars without mentioning Napoleon.

To see the best equipped, most efficient, up-to-the-minute department of its kind, visit Department 17 and be convinced.

To efficiently operate, and keep in the best working condition, all of the up-to-date electrical equipment and wonderful furnaces which are a part of our Hardening Department, requires the services of an A-1 man. Mr. J. Godfrey is foreman of this department. "Nuff sed."

### New Equipment for Plating

What is the meaning of that broad smile on Mr. Jacobson's face? Oh,

yes, the new Generator has arrived, been set up and is working. That smile is going to be contagious, for the finish on parts in the Royal Typewriter continues from now on, second to none.

Say, boys, it must take an increase in the family to bring such an expression of joy on one's face, as now adorns that of our superintendent, Mr. Dowd. Yet again, perhaps there are other producers of this kind of a smile. There are rumors of a new car.

### Production Standing

We find that "Time brings changes." The month of March brought changes in the standing of the leading departments. Some who have not been heard from as yet have taken up the challenge and are crowding the

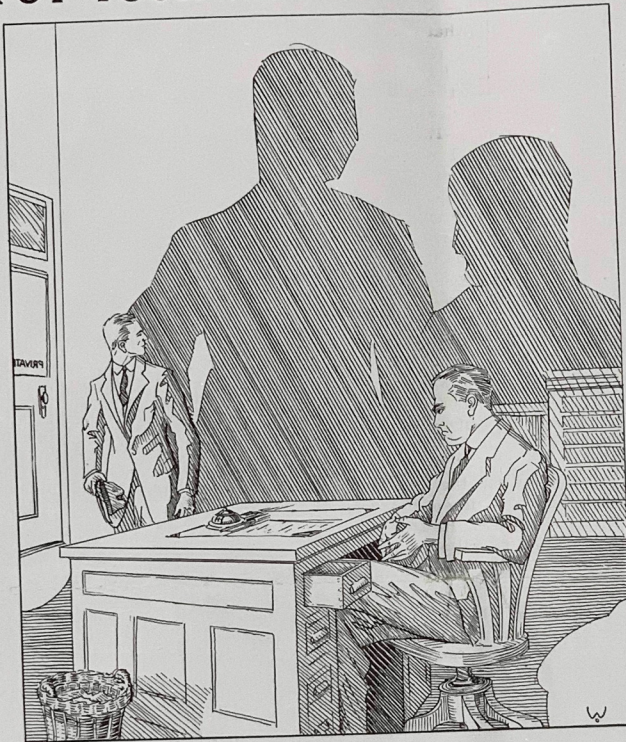
1st—Department 30—Mr. Boesch  
2nd—Department 2—Mr. Snow  
3rd—Department 1—Mr. Berg  
4th—Department 33—Mr. Flynn  
5th—Department 34—Mr. John Grogan  
6th—Department 26—Mr. Henderson.

### FOREMEN'S CLUB

Wesley A. Stanger, Manager Sales Promotion Department, was a very welcome visitor at our Foremen's Club Meeting, March 21st. We remember with interest his last talk to Club members and employees, and we anticipate another pleasant evening on the receiving end with Mr. Stanger as the "broadcaster."

The speaker, Mr. J. F. Abercrombie, secretary Fuller Brush Company,

## PUT YOUR SHADOW TO WORK



The junior salesman had been plugging hard. But even with his best efforts the day so far had been fruitless. Towards the end of the afternoon he managed to get into the inner shrine of a purchasing agent whose chief delight was to scare ambitious young salesmen. Shaggy eye brows and a bellowing fog horn voice assisted him greatly in scalping their courage.

The P. A. was in good form when the junior entered. The latter stood up against the oral onslaught for a while but soon his courage began to ooze and his knees to beat a tattoo against each other. And then he chanced to look at the wall where the late afternoon sun was casting lengthening shadows. A transformation took place. His heart suddenly left

his shoes and retained its proper location. His legs lost their appearance of an "X" and retained their normal rigidity.

And then he went back at the P. A., full steam ahead, forceful, but with dignity.

The P. A., surprised at the sudden change asked, "What happened to you? I thought I had you licked." "I happened to glance at the wall," replied the junior and "observed that, although you made me feel about two feet tall, my shadow was just as big as yours."

He got the order!

*Wesley A. Stanger*  
Editor.

leaders hard. The leading six for March are as follows:

- D-9—Mr. Harrington
- D-1—Mr. Berg
- D-2—Mr. Snow
- D-18—Mr. Godfrey
- D-3—Mr. Froebel
- D-36—Mr. Cavanaugh

The man who can speed up production in his department, and with new help, yet keep his scrap material down to normal, has a way of running things efficiently, and his methods are worth copying.

The six manufacturing departments showing the best average for the past six months of scrap figured against departmental charge, which includes pay roll and all expense charges are:

more than upheld the reputation made by speakers of previous gatherings. The talk had a message for all.

The Foremen's Club Meetings are surely interesting and enjoyable affairs. The "pep" and enthusiasm displayed clearly shows the spirit behind, and from remarks one hears, these meetings are certainly an inspiration.

Reference is made to our new member, Mr. Murray.

In the vernacular of the street, "Some speech."

A word of praise rightfully belongs to our refreshment committee. "Van," our live purchasing agent, has sure been busy this winter getting raw materials, supplies, etc., over the railroads. Van doesn't recognize "It can't be done."

## STORY OF AN EASY SALE

M.A.D. Man Crosses Tape with  
Sale He Had Never Thought  
of Until Idea Struck Him

One day a machine a day man lacked one sale to complete his machine a day record for the month. It seemed for the moment that he had closed all his prospects and he needed a quick sale.

Brown & Company had been using Royal Typewriters and they had a complete battery of new machines. He was just about to dismiss them from his mind and was looking at this check just received from the company, written on a Pin Point Check Protector typewriter, and it occurred to him that Brown & Company could use a check protecting typewriter in their Disbursing and Voucher Department.

He had heard someone say the premium on Forgery and Check Raising Insurance was reduced very greatly when Royal typewriters equipped with Pin Point type were used on every check issued. This saving on almost any size concern would amount to the cost of the machine. He presented this to Brown & Company as a method by which a typewriter could earn its cost and also provide protection and a more efficient way of doing business.

### Ideas Sell Goods

It is rare that a commission check in the hands of a salesman brings up such an effective suggestion. Take a look at your next check from the company; then think of some customer who could use it to advantage and see if there is not another order laying around loose that you never thought of.

There are some advantages over the ordinary check writer which are not apparent at first. Here they are. It fills in the date, payee, filling and numerals. It can be used by banks for stock transfers, office records of all kinds, important vouchers and it gives a carbon copy. It is out of the class of the ordinary check protecting machine.

### Royal Pin Point Type

DESIGNED FOR  
BANK CHECK  
PROTECTION.  
1 2 3 4 5 6

An incident which can be added out of the experiences from the general offices is: Royal checks are sent in payment of purchases. They have brought sales unsolicited by salesmen from Royal customers. For instance the American Tube & Stamping Co., who received Royal checks written on a Pin Point type machine sent to our Treasury Department an order for machines of that character and are now completely equipped, having discarded all other devices purported to serve the same purpose.

The Royal Typewriter Company does business through some of the largest banks in New York where it is unusual for an account to attract any particular attention, nevertheless we have been complimented repeatedly, from the bank's standpoint, on the appearance and elimination of risk on Royal checks and drafts passed through to their hands,

## KNOWLEDGE HELPS AMBITIOUS SALESMEN

Know What Your Customers Are  
Interested in and Talk About  
Things That Appeal to Them

By E. J. Goldblatt,  
Salesman Chicago Office

I dislike to hear salesmen referred to as "typewriter peddlers." I consider selling typewriters as a profession which should be studied the same as any other profession. In February I sold many Royals to Radio companies for the reason that I knew more about Radio than most of them did. I was in a position to give them more information than the value of the typewriter which they purchased from me. My competitors did not have a chance with them, for I had made a study of the subject in order to equip myself with information which would assist me in selling them.

I make it a point to know something about the business of the man I expect to sell a typewriter to. It makes no difference whether it is accounting, gas engines, automobiles, paintings, rugs, real estate, stocks or anything else he may be interested in.

### Study Your Business

Many typewriters have been sold by me on account of my knowledge of art. Art is the hobby of the men at the head of our largest industries. For that reason I have studied art. I can sell more typewriters through my knowledge of their hobbies than I can through simply talking typewriters.

Knowledge of what you have to sell is of great importance. Knowledge of how to sell it is quite as important. Knowledge of the things your customers are interested in is as essential as both of them. If you know something about the things your prospect or customer is interested in, you have an avenue of approach which opens up the way for you to use the knowledge you possess of your goods and how to sell them, and makes selling the goods a natural and logical sequence.

There are many things outside of the typewriter business which help sell typewriters. There are good articles in the Literary Digest and other publications, articles by well known writers and successful men, which if studied and applied, help greatly in selling goods. Often you will find articles on other subjects that exactly fit the typewriter business; these are all good and can be used by the man who studies and who is constantly increasing his knowledge.

### Competition is Keen

Competition in the typewriter business is keen. It is going to be more keen as time goes on. This competition is not, nor is it going to be in the matter of price, but competition in showing the merits of the typewriter. Most of the companies are constantly improving their machines. The company with the most enthusiastic selling force will sell the greatest volume.

The Royal is a wonderful typewriter. It is the best typewriter in the market, but seventy per cent. of the buyers do not know it. They have to be educated to its merits. The men who sell them need more education themselves. Knowledge, combined with selling ability, loyalty to the company and enthusiasm is what will overcome all competition. Changing around won't do it, but constant application, more knowledge and enthusiasm will.



MAKE YOUR  
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Little Detail in  
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By Julius Sch  
Sales



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## MAKE YOURSELF WORTH MORE

Little Detail in Your Daily Work Which, If You Follow Out, Will Make You Better Mechanic

By Julius Schillinger, Assistant Sales Manager



There are very few things in the world, which costing nothing, pays dividends. Elbert Hubbard once said, "When someone offers you something for nothing, holler like hades and call a policeman." He overlooked one important thing, however, unless he was thinking of "paying" only in the terms of dollars and cents. There is one thing which you may give and receive, which you get without price and which you give without fee. That thing is Courtesy.

Courtesy will open more doors, build up more good will and pay bigger dividends than anything you know about. There is probably no place in business where courtesy is more necessary, more appreciated and less used than in rendering service. This does not apply to typewriters only, but it applies to all sorts of service. The courteous man finds his work easier and corrects more mistakes and errors through this quality than with anything else. Courtesy will do what tools will not do.

### Want Quick Service

When a man or woman calls up for service on a typewriter, automobile or any other device, a certain amount of annoyance has preceded the call. Something has gone wrong which has interfered with the regular routine. Usually the person effected tries something himself before he calls for help. The more he tries the worse it gets and then the service call is made in desperation. No matter how quickly the man responds, the time which elapses seems extremely long to the person waiting. Everything tends toward bringing about a condition of annoyance. When the repair man finally appears, the natural thing is to take out the ill feeling on him. If he is courteous, he gets along all right. If he is not he makes trouble for himself and every one else concerned.

The person calling is naturally in a petulant frame of mind. If the man who calls is in the same mental condition only one thing can result and that is a misunderstanding, more annoyance and a resentful feeling toward the machine, the man and the house selling it.

### Courtesy is Essential

Courtesy costs very little if anything. At first it costs a little effort on the part of the person who uses it. After a while it becomes an involuntary action like breathing. The result is satisfied customers, good will for the house, a welcome for the man who uses it and a lighter day's work. Courtesy reflects itself in the sales.

Discourteous repair men not only injure the business, hurt sales, ruin the reputation of the typewriter, make themselves disliked and unwelcome, make their own work harder, but they hold back the entire organization and keep others as well as themselves from going ahead.

Practice courtesy. Never fail to use it. If you have been nursing a grouch and meeting black looks with blacker ones, taking out your own spite on the stenographer or getting satisfaction out of some sharp remark; drop it for a day. Try courtesy

all day one day and you will never relapse into the old way of conducting yourself. The first time you try it you may not be able to go through the entire day with courtesy on every call. If you fall down even once, start the next day all over and keep it up until you can truthfully say that you have gone one entire day, practicing courtesy and consideration from the opening to the closing of your day's work. After you have done this once, you will always be courteous.

Courtesy begins when you answer the telephone. A courteous reply on the phone paves the way for the man who makes the call. A courteous entrance into the office helps it along. Courteous attention and service on the machine itself and full consideration for the stenographer's feelings, with a courteous reply to every question or remark, illuminated with a smile will do more than all of the tools in your tool kit put together. It will build a reputation for you, enhance your value to the house, help the office sell more typewriters and react in a profitable manner all down the line. It will make you a better and more valuable man, and in the very last consideration that is the most important point of all. Courtesy will help you and make you better, both as a mechanic and as a citizen.

## CHART BOOSTS SALES OF METROPOLITAN DEPT.

The chart below is an exact copy of sales contest board used in Metropolitan dept., as well as a list of our machine-a-day men for the month of March, 1923.

Since the innovation of the machine-a-day club, it has been the rule to first approximate the number of machine-a-day men we would have; then place the necessary accommodation for them, beginning with one and numbering each line for succeeding contestants. We have never yet been disappointed in attaining our aim. This good record is attributable to the fine co-operation of our sales force and the fighting spirit of our men.

The "Self Assessed Quota Plan" is the outcome of some very clever thinking on the part of our manager, Capt. W. C. Lavat. As can be seen, each senior salesman's name is placed in alphabetical order. The column which shows 100 per cent. in each in-

## HOW TO SIZE UP YOUR TERRITORY

Like Any Other Contest, Salesman Should Measure Distance and Then Put on Full Speed

By N. Sykes, Salesman New York City



When I approach a territory to work it, I first measure my distance and then proceed to cover it in the time allotted to it. Every month I measure my distance and plan to make it, at the close of the month. "Measuring my distance," may sound obscure at first, but I will explain what I mean.

If I were taking on a new territory, I would look it over first, devoting just enough time to it to give me a pretty good view of its extent and possibilities. The very first month I was in it I would decide in advance the number of sales it should produce during that period and would set to work on the first day to get at least that number. During the time I was attaining the volume I had set out for, there would be no let up in effort for any reason whatever. The way to do it is to dig in and forget everything in the world except getting that particular number of sales. Anyone who will do this will come pretty near making what he sets out for the very first month he tries.

### Judge Your Possibilities

After doing this the first month, a man has a better view of his territory than he had before. He is better able to judge what its real possibilities are. The first month's estimate is based on judgment without much substance, but after that, judgment is backed up by experience. A man who knows how to sell goods can come pretty near telling what a territory will produce after he has been over it a

couple of times. After I have passed my second month in the territory I know pretty near what its maximum possibilities are and this is my minimum ever after. It is true that a man cannot always attain the maximum, but if he has his eye on the maximum all of the time and does not think of anything else, he is sure to get a good volume anyhow.

To get the most out of a territory, the salesman should think of little else during the day than getting orders. He should devote his time and energy toward securing the maximum number of sales by the end of the month. Time spent in idle gossip worrying about things that do not concern you, time killing and loafing cost a salesman real money. The salesman's value to himself and to his company depends upon how many, clean profitable sales he can make.

### Cover Your Distance

Any man entering any kind of a race measures his distance before he starts. Every man has a course to cover, he has just so many working days each month to cover it in. He must get a certain return from it within the time set. Months are not all the same. Some have more holidays than others. Some are shorter than others.

If a man realizes that some months may produce better than others, he must get the greatest amount of production out of each month. When he has a good month ahead of him he should go the limit to produce all he can to take care of the months when he may not do so well. In the months that are not so productive he must go just that much harder to keep up the average.

It seems to me that selling goods is nothing more or less than hard work intelligently applied. The lesson to be learned by the newer and younger salesman is that hard work is the biggest factor. Salesmen who do not succeed as they think they should usually do so because they allow themselves to let up or ease off on their effort. It is the daily application to the task that gets the results.

## PUT THOUGHT INTO YOUR WORK

What You Accomplish Is Reflection of What You Think—An Objective Is Essential

By L. A. Dunn, Manager Philadelphia Office



One of the hardest, if not the hardest thing in selling, is to make our prospect believe in us. In order to create that belief, we must radiate truth, confidence and integrity. There is no secret in successful salesmanship, after all is said and done, he is most successful, who works hardest, and thinks most about his work.

The successful Royal salesman is not only thoroughly familiar with the typewriter he is selling, but knows, and is able to show its application to business. He is able to show the big user as well as the individual user the Royal Road to Better Results. While the one idea man, the canvasser, may secure a limited number of orders, by constant canvassing, he who can put his thought in his work, will find an open road to success.

It is one of the tragedies of human progress that we must either grow or go.

There is no "Neutral Ground" in the Royal organization.

Success or failure is a state of mind, and the salesman who starts out in the morning with no fixed idea of his day's work will find nothing but refusals. His negative attitude toward his work, creates a like feeling in the prospect, and he is turned down, before he can present his argument. Here is the reason so many fail to make good. They do not think as they work.

### Use Latent Energy

There is latent energy in every one of us, if we will but develop it. The machine a day man, creates the sale first in his own mind, and after that he has little difficulty in leading his prospect to the Royal Road. Selling to my mind, is the one big thing, the fundamental principle in all human endeavor, a profession, that requires all our thought and energy.

Yesterday's work is history. Today is our day, and it is your job and mine to make today count. There is a reason for every turn down, if we will but think it out. Either we are too careless in our presentation or we failed to make use of our opportunities, or to show our product.

Sales, come before and must be backed up by man, and it is my heartfelt belief if we build up man, by clear thinking of our work, if we will put not only our shoulders, but our mind to the job, sales will follow, as surely as day follows night. When we put thought into our work, we will find inspiration, and then enthusiasm.

Enthusiasm comes, when we are able to overcome every objection, knowing we have the best writing machine that was ever built, when we forget everything but our job, and make it our business to see that day by day, and every day at least one more prospect, one more plodder, has been made to see the light, and have been added to the Royal family.

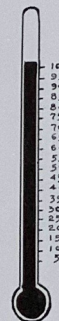
"I cannot help but feel sometimes that our men do not fully appreciate the real possibilities that are given them to make big money."—Elliot G. Dodge, Baltimore Manager.

### Machine A Day Club March 1923

1 D J Allingham	18 G White
2 Harry Ash	19 A C Wiles
3 T M Gleason	20 C K Freund
4 R C Robinson	
5 C W Knox	
6 J J Freund	
7 R H Martin	
8 G M Guest	
9 H W DeMott	
10 C C Waters	
11 Nigel Sykes	
12 H W Van Ness	
13 Chas Schirring	
14 H J Fuchs	
15 R B Brandes	
16 W B Derango	
17 Jos Schwartz	

### Self Assessed Quotas

Allingham	100% 533+	Martin	100% 25-
Ash	100% 94+	Matthews	100% 23-
Brandes	100% 115+	Moore	100% 233-
DeMott	100% 133+	Mullane	100% 80-
Derango	100% 20-	Robinson	100% -
Finnan	100% 25-	Safir	100% 1083+
Freund C K	100% 133-	Schenck	100% 90-
Freund J J	100% 533+	Schirring	100% 1033-
Fuchs	100% 1067+	Schwartz	100% 135+
Gleason	100% 108-	Simon	100% 25-
Guest	100% 267-	Smith	100% 367-
Hedderman	100% 308-	Sykes	100% 385+
Hoyt	100% 50-	Van Ness	100% 269+*
Jones	100% 1056+	Waters	100% 1077+
Knox	100% 20-	White	100% 1033+
LeMaster	100% 1333+	Wiles	100% 1038+
McFadden	100% 80-	Yates	100% 567-



stance represents the exact number of typewriters each man has pledged himself to sell. Needless to say, these figures are not known to anyone except the manager. Each day, as the 275 daily report of sales is compiled, each individual's sales are credited to him. We then deduct the net (which is figured on a percentage ratio) from

the quota is reached and passed, the percentage becomes a black or plus figure. While some of the quotas were not reached, you will note that many of the men far exceeded their self assessment. This fact made it possible to reach the goal and ambition of the metropolitan department. This is also attested to by the ther-

extinguish the fire for fear of breaking the instrument.

We are happy to say that this method of creating competitive interest among our men has been a huge success, and was gratifying, not only to the management, but also to all concerned.



## SCHOOL DEPARTMENT

By A. M. Stonehouse, Manager



The School Department was organized for the specific purpose of increasing the Royal representation in schools throughout the country. The Royal is by far the most popular machine in schools today among both teachers and students. This gives us a decided advantage; however, we cannot depend upon this one point for the increase of our school sales. We must give schools the best service possible. In dealing with them, we should show by our attitude that we have a deep personal interest in their success. During the last ten years, it has been my experience that it is necessary to make a special study of every individual school, as there is a different problem to be solved in each case.

## Getting Results

If we are to get the best results from our representation in schools, we must make a special effort to see that the students are thoroughly sold on the Royal. Their recommendations, after they have secured positions, will go a long way toward helping you "get the order." One of the best ways of accomplishing this is through our awards which we are offering for proficiency in typewriting.

In our new plan, we issue a certificate to all students who write thirty or more net words per minute for a period of fifteen minutes with not more than five errors. This gives them an added incentive to use the Royal at the beginning of their course.

Our next award is a gold pin similar to the "M. A. D." pin which we used several years ago, only it is smaller

and is made in the form of a class pin with a safety clasp.

This pin is awarded to students who write forty-five or more net words per minute for a period of fifteen minutes with not more than five errors. All students winning this pin become members of "The Royal Proficiency Club," the motto of which is "Accuracy First." This motto is shown in Latin on the face of the pin. Members of this club are entitled to special recognition at any of our Employment Departments.

## Build Large Club

The majority of students who are studying typewriting are doing so for the purpose of securing a position. This plan of forming a club and giving its members special consideration should be the means of increasing the number of Royal boosters in your territory. We will do everything we possibly can to help you build up a large club, but if you are going to get the best results, it will be necessary for you to make a thorough study of our new plan so that you can present it to your schools in an intelligent and interesting way in order to create enthusiasm among the teachers and students. Emphasize the practical benefits to be derived from winning our various awards, and especially of becoming members of "The Royal Proficiency Club."

We would suggest that you call particular attention to the fact that our first three tests may be given as often as the teachers deem advisable providing different material is used each time. This is a distinct advantage as it enables students, especially during the latter part of their course, to have frequent opportunities of trying for our awards.

Royal awards are offered for your benefit, and are an added means of helping increase your sales.

NOTED AUTHOR  
PRAISES ROYAL  
Will Irwin and His Royal No. 1  
Still Going Strong

It is a privilege and a pleasure to publish below a letter commending a Royal from such a competent authority as Will Irwin. Those who have been reading his interesting articles in the recent numbers of the Saturday Evening Post, may be interested to know that they were written on "little roxie Royal" as he affectionately calls her. Mr. Irwin's stories are always interesting reading, and the April 7th issue of the Saturday Evening Post contains an article by him called "The Land of the Little People" which is well worth a closer cultivation.

Royal Typewriter Co.,  
New York City.

Gentlemen:

Packing today to return to the east, I have just put my old Royal back into its battered, labelled case, and the act gave rise to the reflections which engender this voluntary testimonial.

Early in 1916, being then a war correspondent with various armies, I



Will Irwin

found that my typewriter would not do. It was hard at that time to find on the continent a machine with an English keyboard. At last I dug up in Paris a second hand Royal No. 1—the small portable kind. It had not even been rebuilt. That machine went with me to the French, British, Italian and American fronts. It ran with me from the Austrian advance after the Caporetto disaster. It was carried by automobile on bumpy military roads, by mule to the Alpine front, by army truck to the American lines. It made three round trips across the Atlantic and innumerable channel crossings. It has been bombarded, bombed, shell-shocked and gassed. After the armistice it accompanied me all over Western Europe. It figures as a veteran of the Kapp rebellion in Berlin and the communist uprising in the Ruhr. In the intervals of its use by me, it has written the first draft of three books and many short stories by my wife, Inez Haynes Irwin. In all this time it has been repaired only once. That was a small matter of the ribbon shift.

This summer, I carried it on the oscillating back seat of a Ford from New York to Leadville, Colo., under the summit of the Continental Divide. I thought that would be its finish. But when I took little Roxie Royal out of her case, her childish patter was as merry as ever.

Yours very truly,  
(Signed) Will Irwin,  
Denver, Aug. 23, 1922.

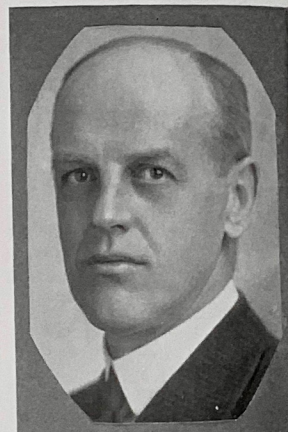
## CANADIAN NEWS

Mr. W. A. MacLean, manager of the Montreal office, has brought his organization through the month of March, by making 100 per cent. of his quota. He has been awarded the Blue Banner in the Canadian organization. The work done by Mr. MacLean, and his organization during the month of March, reflects great credit upon his managerial ability.

We are pleased to report that Mr. J. S. Dunn, of the Montreal City sales' force made his M. A. D. for the month of March. Mr. Dunn is one of the few highly trained typewriter men in Canada. He knows his Royal Typewriter.

Another office that gave us a wonderful volume of business, considering past performances and also that the manager was a brand new man, was the City of Quebec. Mr. R. A. Normandin took charge of this office on March 1st. After investigating the Royal Typewriter Company, he came to the conclusion that here was a concern that offered a future for any intelligent man, who wanted to work hard. He took the managership of the Quebec office on the morning of February 28th, and on the strength of being connected with a Company such as ours, and of which, he thought very highly, he took unto himself a wife on the afternoon of February 28th. The night of February 28th, he and his bride boarded a train for the City of Quebec, and his efforts during the month of March have shown we have made no mistake in picking him for the managership of that branch.

The month of March from a collection viewpoint, was one of the best months we have experienced. Mr. T. Gavin has run up a wonderful record in getting in the money. Chief among those, who have been instrumental in helping him to make this record, is Miss Vera Thomas of the Hamilton



J. S. Dunn

office. Miss Thomas by devious methods, such as telephoning, writing letters, calling personally on customers, and even during lunch hour, talking over the restaurant table about collections, succeeded in running out a very fine and satisfactory result, from a collection viewpoint, during the month of March for the Hamilton branch.

## Service Department Contest for February

## Division No. 1

## Washington in First Place

The Washington Office came in the leader for the month of February in the Service Department Contest. This branch held second place in January and Mr. H. H. Dougherty, foreman, is to be congratulated on having brought his office through to the lead. Kansas City came up from ninth position in January to second for February.

New Orleans came in third.

Mr. L. Walker, foreman of the Kansas City office and Mr. A. Pintado, foreman of New Orleans, are to be congratulated.

Below is a list showing the standing of the various offices:

- 1—Washington 2\*
- 2—Kansas City 1\*
- 3—New Orleans 1\*
- 4—St. Louis 1\*
- 5—Chicago 2\*
- 6—Boston 2\*
- 7—Baltimore 1\*
- 8—Cleveland 2\*
- 9—Atlanta 1\*
- 10—Cincinnati 1\*
- 11—Buffalo
- 12—Pittsburgh
- 13—San Francisco
- 14—Minneapolis
- 15—Philadelphia
- 16—Hartford 1\*
- 17—Indianapolis
- 18—New York
- 19—Detroit
- 20—Dallas
- 21—Los Angeles

## Standing of Branches in Division

## No. 2

## Dayton Again Leads

The Dayton Office again came out on top for the month of February. This branch held the lead for the months of December, 1922 and January, 1923 and Mr. H. Wisener, foreman, deserves all praise for making it a triple-header and for the fine record he is making for his office.

Little Rock came in second.  
Milwaukee third.

Mr. J. Ellington, foreman of the Little Rock office and Mr. E. Doepeke, foreman of Milwaukee, are to be congratulated.

Below is a list showing the standing of the various offices:

- 1—Dayton 2\*
- 2—Little Rock 1\*
- 3—Milwaukee 1\*
- 4—Bridgeport 2\*
- 5—Charleston 1\*
- 6—Houston 1\*
- 7—Portland, Ore. 1\*
- 8—Texarkana 1\*
- 9—Albany 1\*
- 10—Fresno 2\*
- 11—Norfolk 1\*
- 12—New Haven 1\*
- 13—Davenport 1\*
- 14—Akron 1\*
- 15—Evansville 1\*
- 16—Harrisburg 1\*
- 17—Worcester 1\*
- 18—San Antonio
- 19—Springfield, Ill. 1\*
- 16—Louisville 1\*
- 17—Oakland 1\*
- 18—Rockford
- 19—Kalamazoo
- 20—Richmond 1\*
- 21—Columbus 1\*
- 22—Toledo
- 23—Denver 1\*
- 24—Reading
- 25—Seattle
- 26—Binghamton
- 27—Bangor
- 28—South Bend
- 29—Waterbury
- 30—Birmingham 1\*
- 31—Omaha
- 32—St. Paul
- 33—Rochester 1\*
- 34—Grand Rapids
- 35—Providence
- 36—Des Moines
- 37—Scranton
- 38—Youngstown 1\*
- 39—Springfield, O.
- 40—Duluth 1\*
- 41—Peoria 1\*
- 42—Jacksonville 1\*
- 43—Portland, Me.
- 44—Erie
- 45—Memphis
- 46—Newark
- 47—Allentown
- 48—Johnstown
- 49—Springfield, Mass.
- 50—Sioux City
- 51—Wichita Falls
- 52—Tacoma
- 53—Syracuse

TO INCREASE NETS—INCREASE  
EARNINGS

DIPLOMATIC  
SERVICE MEN

George Hauptman, of Buffalo  
Office, Originates an Idea Which  
Has Reduced Service Calls  
and Spread Good Will

By H. H. Nunemaker, Mgr.  
Buffalo Office



One of the things the Royal Company takes pride in is its Service Departments. We at Buffalo feel exceptionally fortunate in having "Diplomatic Service Men."

There are times when every service man finds a machine which has been very much neglected and whose operator should be reprimanded so that such a condition does not occur again.

A great many times such an operator would not welcome any statement from the service man. Under these conditions a "Diplomatic Service Man" may be a wonderful asset to our company, as was evidenced by the following.

Some several months ago in the office of a large Royal user, one of the

machines was in a deplorable condition, the operator answered the above description. The "Diplomatic Service Man," Geo. Hauptman, realized that her attention should be called to the matter and to gain the best result, he left the following typewritten on a piece of paper.

"WELCOME Mr. Royal man. I'm awfully glad to see you and don't blame me for this breakdown because I've been suffering unspeakably. It's been weeks and weeks since I've had a little drink of oil and my rails are so dirty I can hardly move my carriage. I've been trying my best to do good work for my little lady but somehow or other she has forgotten me. Why yesterday I was really ashamed to take hold of my boss' real good linen paper with my unclean cylinder, but what am I to do?"

"Will you remind her please, and tell her that I'll do my work as no other machine can for just an occasional drink and a little dusting? Ah, there, that's fine. THANK YOU!"

How well this little trick served its purpose is evidenced by the fact that a Service Man has not been called by this particular firm and the young lady who saw the error in her ways, has admitted that she has learned her lesson.

This was entirely original and should be credited to Mr. George Hauptman of Buffalo Service Department.

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## THE ROYAL IN THE EAST INDIES

Back in 1910 Mr. H. P. J. Steelink, a progressive merchant of Weltevreden, Java, concluded that he might profitably handle the sale of a reputable typewriter in the Dutch East Indies. Being determined to select the best, he commenced an intensive investigation into the merits of the many machines which were being sold in that field.

Quite naturally, because of his open-minded

practicable and over-costly for him to cover such a widespread field with his own salesmen, and therefore set about the task of securing satisfactory sub-agents to co-operate with him in carrying on the sale of Royal machines.

There follows a point worthy of particular note:

Due to Mr. Steelink's foresight in having established the prestige of the Royal throughout

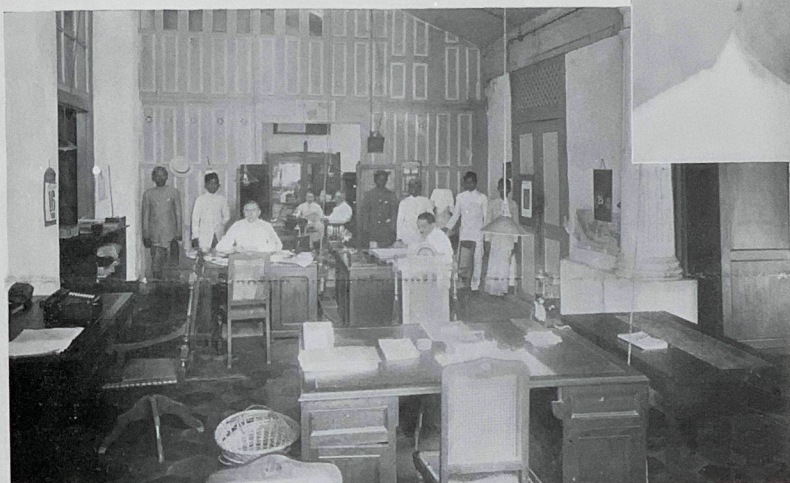
Photograph No. 1 is a view of the exterior of Mr. Steelink's offices in Weltevreden and shows how well he has taken advantage of the available window space to display our product. The gentlemen in this picture, reading from left to right, are: (Standing) Mr. H. P. J. Steelink; Mr. W. G. de Blank, Head Bookkeeper; Mr. P. H. Zieren, Chief Traveller; Mr. J. Reyers, Treasurer; Mr. J. Reitsema, Chief Mechanic; Mr.



No. 1



No. 2



No. 3



No. 4

study of this question, he was convinced that the Royal was far superior to all others, not only because of its simplicity of construction, but also because of its durability and the beauty of the finished work it turned out. So deeply impressed was Mr. Steelink with the qualities of the Royal, and so sure of its future, that even though at the time the direct agency for that territory was in other hands, he preferred to temporarily act as sub-agent rather than at the time to accept the exclusive agency for another machine. How wisely and accurately Mr. Steelink's plans have worked out may be seen from the fact that he today occupies the dominant position of the typewriter business in his field.

At the time of taking over the direct representation of the Royal in 1919, Mr. Steelink clearly realizing that the East Indies were practically virgin territory for the Royal typewriter, put into effect a sales plan under which every business house in every fair size town throughout the entire Islands was personally visited by one of Mr. Steelink's own salesmen who convincingly demonstrated the quality of the Royal direct to the merchants. This splendid sales effort established the Royal prestige in spite of the short time it had been on the market, and laid a solid foundation for the next step in his program—that of building a strong and profitable sub-agency organization.

After this direct sales campaign had been completed Mr. Steelink saw that it would be im-

the territory, and having thereby built up a strong demand for our product, he was enabled to select his sub-agents with careful discrimination. This was true because he had aroused such interest in the Royal typewriter that many capable and progressive merchants throughout the Indies were ready and anxious to connect themselves with Mr. Steelink's organization in handling the Royal.

This is most convincing evidence of the value of sound organization work, and we recommend it to the thoughtful consideration of our readers.

In addition to being an able organizer, as may be seen from the above, Mr. Steelink is also a capable sales executive and fully appreciates the necessity for co-ordinating advertising campaigns with personal solicitation. The Royal window display and the interior display shown in the accompanying photographs indicate most graphically the impressive and attractive manner in which Mr. Steelink brings the Royal typewriter to the attention of the buying public.

Mr. Steelink's wise plans and energetic efforts have secured for him and for us the leadership in the typewriter sales in the Dutch East Indies, and we welcome this opportunity to publicly compliment him on his achievements. We are confident of the future of the Royal typewriter in his field.

In center photo we have the pleasure of introducing to you Mr. H. P. J. Steelink, with whom we are glad to be associated.

J. de Raadt, Salesman; Mr. Raden Mas Jasin, Expedito. The first native sitting at the left of the picture is the chauffeur Mas Amat, who has driven more than 90,000 miles in connection with Royal service. The other natives are clerks.

Photograph No. 2, was taken in Mr. Steelink's private office during a conference on Royal business. The gentlemen present are: (Sitting) from left to right, Mr. W. G. de Blank and Mr. H. P. J. Steelink. (Standing) from left to right, Mr. P. H. Zieren and Mr. J. Reyers. It may be noted that Mr. Steelink has a Royal Typewriter always beside his desk.

Photograph No. 3 was taken in the interior of the General Office of Mr. Steelink.

Photograph No. 4 indicates the attractive manner in which Royal typewriters are exhibited in the Typewriter Department of his store in Weltevreden.

It may truly be said that Mr. Steelink's success is largely attributable to his foresight in building a strong foundation for his organization and to the energy and vigor with which he has supervised and co-ordinated the sales efforts of his associates. The prominent position which he and many of our other agents occupy in their respective commercial fields should inspire the ambition in all to force themselves by merit into the front rank of their business circles. The Royal Typewriter—properly handled—will materially assist in gratifying this ambition.



## DEALERS MARCH ROLL OF HONOR



Roy A. Davis

No. 1  
ROY A. DAVIS  
Colorado Springs,  
Colo.

No. 6  
BRISTOL  
TYPEWRITER CO.  
Bristol, Tenn.



M. W. Cantor

No. 2  
OFFICE SPECIAL-  
TIES COMPANY  
Fargo, N. D.



J. E. Gaffaney



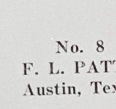
T. H. Payne

No. 7  
T. H. PAYNE CO.  
Chattanooga, Tenn.



C. E. Anderson

No. 3  
ANDERSON  
TYPEWRITER  
COMPANY  
Pasadena, Cal.



F. L. Patty

No. 8  
F. L. PATTY  
Austin, Texas

No. 4  
E. E. LEDFORD  
Harrisburg, Ill.



E. E. Ledford



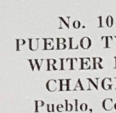
F. L. Patty

No. 9  
CALHOUN OFFICE  
SUPPLY CO.  
Spartanburg, S. C.



H. S. Storr

No. 5  
H. S. STORR  
Raleigh, N. C.



F. L. Patty

No. 10  
PUEBLO TYPE-  
WRITER EX-  
CHANGE  
Pueblo, Colo.



F. L. Patty

## PALESTINE PRINTING COMPANY

This show window of the Palestine Printing Company has attracted a great deal of attention and comment from all who have had the pleasure of seeing it. Mr. J. C. Scott, mechanic and salesman, has devised a very novel display. He has suspended a

the typewriter was suspended. Many passers-by dropped in to ask the office force what made the light burn, and several prospects were lined up for future business.

Mr. F. M. Price, manager of the Company, reports that business is



new quiet model Royal from the ceiling on a small white cord. Inside this cord are two very fine insulated wires connected to an electric light, which gave the appearance of merely being tied to the same cord on which

booming in Eastern Texas and they look for a big year with the Royal. Mr. Price states that the I. G. N. R. R. have become great Royal boosters, and they expect to have about seventy-five Royals in use by the end of 1923.

## OFFICE SPECIALTY COMPANY Pittsburg, Kansas

After being a sub-dealer for the Office Equipment Company of Independence, Kansas, for a good many years, Mr. B. M. Gragg of Pittsburg, Kansas, has been appointed a direct dealer under the name of the Office Specialty Company.

Since his appointment to our organization at the beginning of the year Mr. Gragg has made very fine progress in getting the Royal known throughout his territory. Mr. Gragg is full of pep and expects to make 1923 a big year.

Early in March Mr. Gragg put over a very interesting sale. He stopped in the office of the Appeal Publishing Company and told one of the managers that he had a new typewriter to show him. The manager said it was a waste of time and asked the name of the machine. Upon being told it was a Royal he replied that they were using all—and they were very satisfactory. After some argument he consented to look at the Royal and Mr. Gragg brought it in and started demonstrating. Before he could get more than two or three words out the manager asked the price and Mr. Gragg replied "One hundred and two dollars and fifty cents." The manager said, "I am going to buy that machine, it is the best typewriter I believe I ever saw. Send us a bill and we will mail you a check. Mr.— is out of the office today, but he will be here tomorrow. I will talk to him and you come up tomorrow and we may buy another one." Mr. Gragg was there the next day and got the order. Two weeks later they bought two more.

Mr. Gragg says, "If you show them a Royal they just can't keep from buying it."

## BENSON TYPEWRITER COMPANY CANTON, OHIO

Mr. L. E. Benson was first connected with the Royal Typewriter Company in the Cleveland branch some years ago. He was appointed a

cation points to an even better year in 1923. He has splendid headquarters in Canton with a large double show window and has arranged it



dealer from there and has been one ever since. Since Mr. Benson arrived in Canton, Ohio, he has sold a great number of machines there for the Royal Company and 1922 was the best year he has had. Every indi-

very nicely. Mr. Benson is the gentleman on the right of the accompanying photograph and Mr. Graf, Dealers' Department, is on the left. Unfortunately we have not received the names of the other gentlemen in the picture.

"In every variety of human employment, in the mechanical and in the fine arts, in navigation, in farming, in legislating, there are the working-men on whom the burden of the business falls—those who love work and love to see it rightly done, who finish their task for its own sake."—Ralph Waldo Emerson.

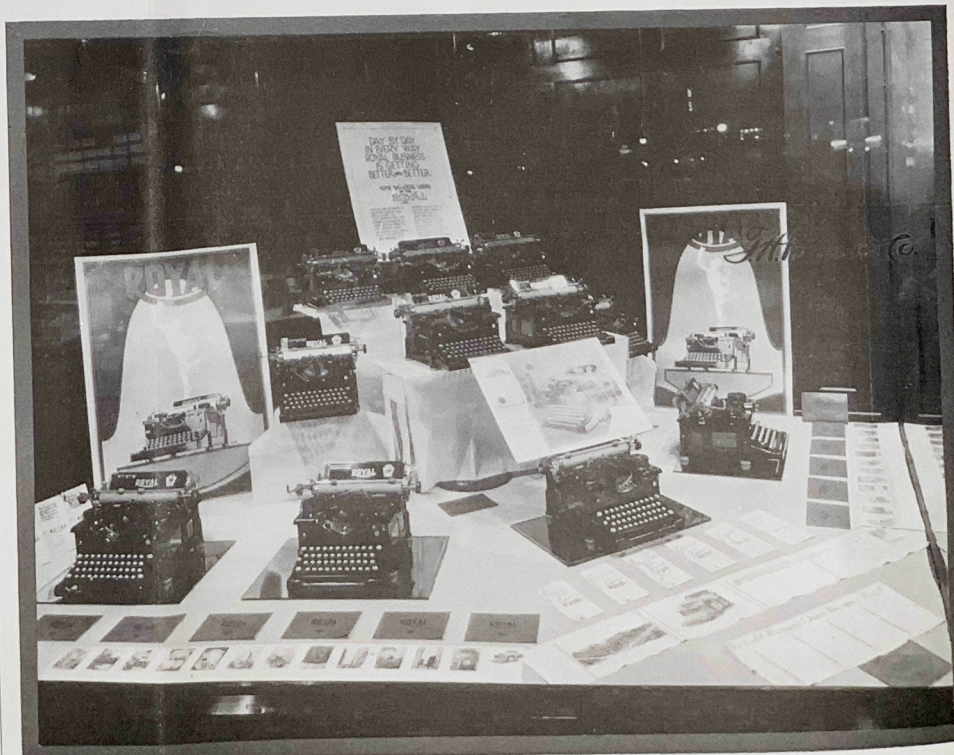
"If there is anything in the world that will sell typewriters, it is enthusiasm—first, last and always. If you are enthusiastic yourself, it will create a certain amount of enthusiasm in others."—Geo. L. Smith, Manager, Los Angeles Office.

## T. H. PAYNE COMPANY, CHATTANOOGA, TENN.

We take great pleasure in reproducing the fine show window of the T. H. Payne Company. This display has been laid out very carefully and around the base of the Royals they

Mr. Herbert Tuell is manager of the Typewriter Department. Although Mr. Tuell is a young man and comparatively new in the typewriter game he has done splendid work in

that time has established his leadership on a very firm foundation as well as popularizing the Royal in that part of Tennessee.



show various advertising literature of the company arranged in a very attractive manner. This is one of the finest windows we have had called to our attention in some time.

Chattanooga with the Royal and we look forward to his continued success during the coming year. Mr. T. H. Payne has been our dealer in Chattanooga for several years and during

We wish to compliment this company on the advantageous way they have adopted Royal advertising material for a window display, which will surely effect increased sales.



## THE ROYAL M. A. D. CLUB NOW HAS 117 MEMBERS

We have listed the M. A. D. roll below under the offices to which the men belong. The names with the asterisk before them are repeaters for March.

### THE NEW M.A.D. MEMBERS FOR MARCH



**ATLANTA**  
J. W. Mann  
W. H. Courtenay, Jr.

**BALTIMORE**  
\*J. C. O'Keefe  
J. A. Durston  
\*E. G. Dodge

**BOSTON**  
\*E. A. Raphael  
\*F. L. Gallup  
\*I. C. Barlow  
F. A. Smith  
F. I. Crocker  
C. A. Rich  
H. E. Burton  
R. M. Harvey

**BUFFALO**  
\*H. H. Nunamaker  
\*C. M. Pillow  
R. E. Ward

**CHICAGO**  
F. N. McGough  
\*E. J. Goldblatt  
\*H. Nuhn  
\*P. S. Jones  
\*W. B. Larsen  
J. M. Roberts  
\*J. C. LaBorence  
\*E. H. Johnson  
A. J. Redding  
\*R. C. Goldblatt  
\*H. P. Sutton  
F. E. Fleming

**CINCINNATI**  
\*G. C. Kinnamon  
C. J. Bailey

**CLEVELAND**  
E. F. Hancock  
W. C. Rodgers  
\*C. H. Essex  
C. C. Koch  
W. H. Peate  
G. R. Hatcher

**COLUMBUS**  
\*L. D. Teeters

**DALLAS**  
W. C. Sweeton  
J. H. Kennedy  
\*P. H. Billman

**DAYTON**  
\*O. P. Gilmore

#### DENVER

A. E. Darden  
**DETROIT**  
\*R. M. Wagner  
D. B. Fisher  
R. B. Fuller  
W. L. F. Hosford  
C. D. Walker

**FRESNO**  
R. M. Devin  
**GRAND RAPIDS**  
L. J. Vermeer  
W. A. Mulligan

**HARRISBURG**  
A. H. Coffin

**HARTFORD**  
\*H. F. Brainerd  
J. L. Cook

**INDIANAPOLIS**  
W. F. Teer

**KANSAS CITY**  
\*N. B. Boulware  
J. H. Noland

**LOS ANGELES**  
\*J. M. Agnew  
E. E. Thornton  
T. M. Colwell  
T. M. Duffy

**LOUISVILLE**  
\*J. T. Wellman

**MILWAUKEE**  
A. F. Lines

**MINNEAPOLIS**  
A. S. Hall  
E. J. Smith

**NEW ORLEANS**  
W. J. Creger

**NEWARK**  
J. F. Murdock  
E. G. Landreth

**NEW YORK**  
\*C. W. Knox  
\*J. J. Freund  
\*D. J. Allingham  
\*H. W. Van Ness  
\*G. M. Guest  
\*R. C. Robinson  
\*T. M. Gleason  
\*A. C. Wiles  
\*C. K. Freund  
\*H. W. DeMott

#### CANADA

Royal Typewriter Company, Ltd.

1—B. Dempsey, Toronto 2—J. Ross, Toronto 3—T. G. Lewis, Ottawa  
4—H. P. Lewis, Ottawa 5—W. A. MacLean, Montreal 6—J. S. Dunn, Montreal

#### FOREIGN

Visible Writing Machine Company, Ltd., London

1—Mr. Ebbutt 2—Mr. Jones 3—Mr. Tree

## STANDING OF THE BRANCHES END OF MARCH, 1923

In the future we will list the standing of the various branches in the order below, publishing the pictures of the managers of the ten leading offices. As will be seen by the list below, the leadership is not confined to any certain territory, but it is pretty evenly distributed in all sections of the United States. This is a good sign that the wave of prosperity is pretty general.



### Sales Standing

- |                   |                       |                      |
|-------------------|-----------------------|----------------------|
| 1—Chicago         | 25—Ft. Wayne          | 49—Springfield, Ill. |
| 2—New York        | 26—Indianapolis       | 50—Erie              |
| 3—San Francisco   | 27—Providence         | 51—South Bend        |
| 4—Buffalo         | 28—New Haven          | 52—Charleston        |
| 5—Oakland         | 29—Rochester          | 53—Denver            |
| 6—Worcester       | 30—Cincinnati         | 54—Evansville        |
| 7—Harrisburg      | 31—New Orleans        | 55—Jacksonville      |
| 8—St. Louis       | 32—Springfield, Mass. | 56—Sioux City        |
| 9—Los Angeles     | 33—Detroit            | 57—Grand Rapids      |
| 10—Boston         | 34—Bangor             | 58—Allentown         |
| 11—Cleveland      | 35—Minneapolis        | 59—Davenport         |
| 12—Portland, Me.  | 36—Omaha              | 60—Seattle           |
| 13—Bridgeport     | 37—Newark             | 61—Springfield, O.   |
| 14—St. Paul       | 38—Johnstown          | 62—Youngstown        |
| 15—Portland, Ore. | 39—San Antonio        | 63—Albany            |
| 16—Louisville     | 40—Milwaukee          | 64—Birmingham        |
| 17—Dallas         | 41—Peoria             | 65—Norfolk           |
| 18—Atlanta        | 42—Akron              | 66—Little Rock       |
| 19—Kansas City    | 43—Toledo             | 67—Rockford          |
| 20—Baltimore      | 44—Richmond           | 68—Des Moines        |
| 21—Pittsburgh     | 45—Dayton             | 69—Fresno            |
| 22—Columbus       | 46—Harrisburg         | 70—Scranton          |
| 23—Philadelphia   | 47—Houston            | 71—Duluth            |
| 24—Washington     | 48—Memphis            |                      |

## TIGERS WIN AGAIN

The interesting contest between the Roberts' Colts and the Goldblatt Tigers is still on. March finished a spirited fight in which the Goldblatt Tigers ran away from the Colts again. Chicago had one of the biggest months in sales in all of its history, and both teams pulled for all they were worth from the very start. Following is how they finished and the line-up on each side:

#### COLTS—895 Points

\*John Roberts, Captain  
\*J. C. LaBorence  
F. B. McGough  
R. F. Hoyt  
\*E. H. Johnson  
\*P. S. Jones  
E. Pratt  
F. B. Fleming

#### TIGERS—1825 Points

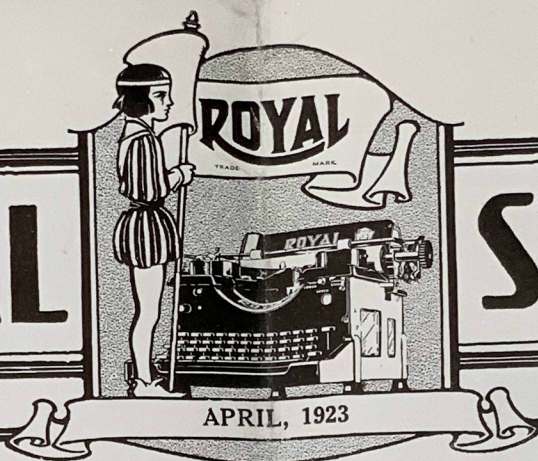
\*E. J. Goldblatt, Captain  
\*W. B. Larson  
\*H. P. Sutton  
\*J. A. Redding  
\*R. C. Goldblatt  
\*H. Nuhn  
R. Pike

#### \*M.A.D. Men

Latest news from Chicago is that the Colts are still intent upon getting the Tigers, so we may expect another battle in April.



The ROYAL



STANDARD

VOLUME EIGHT

APRIL, 1923

NUMBER FOUR

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